



ANDERSON BRULÉ ARCHITECTS

SUNNYVALE LIBRARY OF THE FUTURE Focus Group Meeting

MEETING DATE:	September 21, 2006	REGARDING:	Meeting Agenda
MEETING TIME:	3:00 to 5:00 p.m.	ABA PROJECT #:	06.0707.0
LOCATION:	Sunnyvale Library Program Room, 665 W. Olive Ave.		
ATTENDEES	13 participants		

Rob Cameron, ABA
Sam McBane Mulford, ABA

CONTEXT: As part of our planning process, we are reaching out to the community to help us better understand library service needs both today and in the future.

PURPOSE: □ solicit input on current and future library service needs from library users

INTENDED RESULTS: □ to understand this group's perspective on the current state and the future of library services in Sunnyvale

AGENDA ITEMS

I. Introduction / Agenda Review

- A. Introduction of Participants
 1. Who do you feel you represent in the community?
 2. Do you use a Library(ies)? If so, which ones, how often and for what purpose?

Participant – works at City of Sunnyvale Park & Recreation – hasn't used the library regularly since college, has recently done a tour and joined the library yesterday – in preparation for today's Focus Group.

Participant – works at City of Sunnyvale Youth & Teens (elementary, middle and teens) – moved here in June 2006, hasn't participated in library up till now but has had a tour of facility looking at collaboration opportunity with P&R.

Participant – Lives in Downtown Sunnyvale, uses library printer, borrow books, research and accesses resources.

Participant – previously a trustee of the library, resigned as day of meeting not suitable, still very interested in library, is a member of the rotary and some other civic/non-profits, reach out opportunities are available but currently not fully utilized. These organizations should be involved in planning LoF. He used the Library quite often – mainly for research.

Participant – is a former Board of Trustees – lives close by and has 3 year old child – uses books and 'books on tape', music, pleasure reading and DVD renting, has visited most of the other libraries in the area. She is a working parent, uses the renewals and renewing from home service and frequently uses library website.

Participant – lived in Sunnyvale for 21 years, the sort of person who 'has to have a library card', uses the library for leisure reading, sometimes DVDs and magazines, she is a member of Friends of Library (FoL) (last 7-8 years), lives near the Maude/Matilda neighborhood area – close to an elementary school that library has worked with in the past. Also used to work as library staff in the past.

Participant – is a Super-intendant of Sunnyvale Schools – occasional use of Sunnyvale Library, mostly accesses online information from Universities, visits libraries in the area primarily for leisure. Also a parent and can speak for students.

Participant – Library Teacher in one of the local schools – uses library to supplement resources of school library, summer reading program, parents who live along way from school/library, liaison for the public library.

Participant – lived in Sunnyvale for 35 years, president for the education foundation, wants to re-invent connection between school libraries and public libraries, his wife uses library every day. Interested in downloading books from Sunnyvale. He is a progressive thinker, futurist, thinks beyond Sunnyvale, USA, world, 'out of the box' thinker....

Strategies, Architecture & Interiors

Participant – works in a visual arts program for adults and children – represents pre-school, has 2 pre-school age daughters, nanny and kids use library a lot but KD does not use library for pleasure.

Participant – A member of Friends of Library (FoL) in Sunnyvale and other libraries in area – member of foundation of book redistribution service – ‘The Book Project’ – charitable foundation, private individuals and libraries give donations – help out when personnel is an issue. ‘Be active in the library if you are passionate about it’ - \$80k donation from FoL last year. Dental education could be included in programs. Uses a lot of books-on-tape and popular books, popular discussions. When her son was growing up she used the library extensively for research as well as pleasure. Her son is dyslexic but they found ways of getting around library learning/usage issues – this was helped by her son approaching librarians - which most kids won’t do. Has been involved/taken part in craft & special needs groups.

Participant – Connect Jobseeker worker – sends jobseekers to library for information (online and business section/resources) – jobseeker center has small library and uses Sunnyvale library a lot, she lives in Mountain View so uses that library more, but also uses Sunnyvale for personal reading (in her lunch breaks/after work) – used to buy books but now doesn’t see the need with libraries available.

Participant – represents adults with disabilities, a member of the Mountain View Library foundation, has 2 children who have used the Sunnyvale Library, lives in Sunnyvale and is a committee member.

- B. Process Overview - Envisioning the Library of the Future
 - 1. Process Participants and Outreach
 - 2. Outcome and Schedule
- C. What We Have Heard Thus Far from Sunnyvale

II. Library Services – Current and Future Needs

- A. What do you appreciate about the services you receive? What is working well?

1. Good collection and can add/obtain other resources to collection if not available.
2. Access to information online is good – online catalogue
3. Free internet
4. Material in multiple formats – e.g. books, DVDs, books-on-tape, music CDs – 3 year olds need non-book formats
5. It’s good that you can try before you buy. Books on tape when you are driving
6. Programs for young children – educational/recreational that are free – trained story tellers are great.
7. Community Outreach is working well – especially in schools – focused liaison – feel connected with library – Outreach to people who might not use library – everyone should be a part of the library – welcome to all – no targeted groups.
8. Good building, good design, friendly atmosphere, fire place, carpets – nice place to come and sit – variety of spaces, quiet, discussion areas, meeting rooms etc.
9. Very open and promotes Parks and Recs program and does promote other organizations
10. Library Newsletter is great – “Between the Lines”
11. Consistency and stability for the community – front entrance statue, calm and tranquil, ‘you can count on the library’ – popular destination during heat-wave.
12. Library is a Patent Library
13. Hanging children’s art in children’s area, good support of the arts and reading
14. Outside –very welcoming open area/entrance way, the Sunnyvale statue is very popular especially for kids
15. Collection for sale is good, more foreign language, computer books, children’s books 50c-\$2 price range, donate books back to library, people purchasing books are supporting library. Books as gifts for much cheaper prices than retail – cycle of support works well – other collaborative programs.
16. General atmosphere – feel very comfortable, efficient staff, always relaxing for short period, read newspaper, can’t find relaxation at home – it’s a retreat. Library is being used by lots of groups, lots of citizens use the library – a good cross-section of the community is well seen at the library
17. No noisy escalators – like the SJ King Library.
18. Solar panels are putting energy back into the library and community.
19. Open 7 days a week with extended hours (68 hours)

- B. What would you like to be able to do or have access to at the Library, but currently cannot?\

1. Self check-out stand should be moved as it disrupts entrance – feng shui.

2. Coffee house, like Borders book store, food as well, like King Library.
3. Green space could be turned into courtyard and used to relax in – integration of exterior space
4. Bookmobile should return
5. Regional libraries throughout the area – adults use libraries after 3pm and before 3pm is mainly used by children
6. Drop off books at school and pick up books at school – for everyone.
7. Teaching children how to use searching system and ‘larger’ library as drawing on resources of 10 libraries instead of one. Educated people teach people how to check out a book, search for books etc
8. School IT equipment could be used to connect to library resources
9. FoL should be more integrated with library and all located on-site. Need more Friends, represent the true cross section of library users. Scope has broadened because more diverse friends of library helpers.
10. Children can access information online, programs, learning games – internet secure within library.
11. LoF – most seniors like books but most 20-30 year olds prefer screen read text?
12. I would prefer to go *through* library instead of *to* library – gateway/portal of information instead of final destination.
13. Meeting room should be hi-tech, rent out capability, audio-visual equipment.
14. Children’s area – a magical space – a place children think of as all their own, quiet zones for small group discussions, community area can talk in normal voices where you can chat freely and share knowledge.
15. Zoning area – quietly reading is not likely to be available as much in future – media and information is getting more noisy – quiet space and noisy space but also in between – noisy isn’t always in groups – headphones tiny background sound.
16. People moving around cause distraction and sometimes noise. Noise canceling headphones could be a potential solution. More noise from computers etc. Coffee houses are by their nature more noisy now than they used to be. Cell phones will ring!!
17. Get books out to people who can’t travel to library – volunteers in the community could run this program – extended outreach.
18. Library meeting spaces, political meetings, free speeches area, the library is the voicebox of the community. Sharing school and library personnel, facilities and resources.
19. More rotating exhibit space for local artists, teen artists, culture exhibits, book making etc
20. Designated children’s area – story telling but more culture base – African dance, more exposure, small stage area, religion, art, history etc.
21. Important to see other library ideas, using other examples to benchmark Sunnyvale plan - give people ideas and some see things that haven’t been considered.
22. Fun inviting Public Art – Mel Chin artwork part of Santa Clara facility.
23. Sunnyvale is heart of Silicon Valley – not enough focus on technology- hi-tech business environment hasn’t transferred to culture but LoF should focus on future. Art and technology are a good match. Everyone loves different things so don’t disenfranchise other people, new experiences for others.
24. More help finding things to read – currently uses Borders to browse and then goes to library to loan. What were most popular books in Summer Book program. Need help in deciding the next thing to read.
25. Visibility of the various languages that are spoken in the community, signage, bi-lingual and multi-lingual books.
26. Are businesses going to be involved in development of LoF? – Absolutely – lots of support from local businesses.

C. Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?

1. Location needs – this side of town is well served – other parts are not. Certain population doesn’t have the access (North Sunnyvale) – maybe we should have 2 libraries north and south or a satellite library.
2. With all this planning we’ll just end up with a new coat of paint and some new furniture – need a hybrid not an SUV.
3. Is there already a view that ‘a library’ is the solution, as opposed to a multi-libraries, pod designs, spread around the community, schools, older citizens areas. – No mandate – service model must work for Sunnyvale and must be sustainable.
4. All new buildings should be green – a leader for California.
5. City’s ability to complete project due to mass of Downtown, but library staff are steady and have community interests at heart.
6. Funding – is it going to be available – how will it happen?

7. How are people being recruited – concern about outreach – are we reaching the broader community, teachers, community centers, more than just newspaper ad, drawing people in that don't use library.
8. Too broad a representation, the more people, the slower every thing gets and the more mediocre the final design will be – dilution of ideas
9. Library should be considered with planned Downtown Mall – mall, multiplex, library and city hall could all be in one place. Too many centers – need a focus – Murphy Street area could be possible location.

D. Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?

Sitting at home, I log on to my computer and visit the library from my lounge room. Cup of coffee, view a preview of a book (like on Amazon) – download the book, use my library card number as password, book is downloaded, there is a tennis meeting at the library so I decide to visit– as part of the meeting the library arranges to show the US Open Final as an introduction on a large projection screen, large white board replaces projection/tv screen and there is plenty of space. Afterwards I join another meeting where media teachers come together in Sunnyvale, structural design, synergistic classes – a place for teachers to design future subject classes as they have all the newest materials available – and to hand using cutting edge resources.

Retired, and able to use library, place that would be relaxing, lots of resources, use resources from home but use library as social gathering area (book clubs etc), bring grandchildren for different activities, the library search service sends you an email with your top 5 preferences of new books. Book clubs would pass on books to other groups etc

I'm visiting the library with my 12 year old twins – a place they would be excited to visit, comfortable, safe, un-intimidating, constant discovery, different types of things, Mom would be similarly intrigued by all the new things to do and resources to read.

Research with easy access to library resources, information from anywhere – as I am walking to the library, I run into bi-lingual neighbor who had just been at the library and had a great time. Once I arrive at the library, I meet with neighbors, view new books in a comfortable environment and visit the friends bookstore and have a coffee in the courtyard

Convenience – info when and how I need it, choice of delivery, locations, medium, 'Netflix model' – portal into library should link me to things going on and in the city, site used by community, inviting atmosphere, creating curiosity, signage, programs, a way for people with similar interests, for people to find each other.

Media rich orientated activities – kids do interactive activities – educational video games, touching, engaging, show group activities, learn about your community. Large print would be easily available, easily accessible for blind, hard of hearing etc, help out at the outreach program and support.

Visiting the library on Sunday – going with my children and their children, once arrive we split up and I break off to view a film, read newspapers, inter-generational discussion groups, listen to some music, write some text/story, view some art, spend some time in the Japanese garden, I leave with some new ideas for the week, setting my calendar after learning about all community events – overall a very rich day for everyone (from 2-100 years old)

Coming as a family and then splitting up to do different activities; elderly parents would be with her, daily challenges to reach out to community, safe place with independence, demos going on, lectures, solitude/quiet locations available and also group areas.

Busy at home, on my computer, reading and exercising – using author comparison lists, convenience, kids off to practice for sports, allows me to utilize my time and do as much as possible in time frame.

Arriving on convenient transport, parking underneath library, walk through art show into library, go to coffee shop, look at garden of native Californian plants- maintained by local horticultural society, and take a class in water friendly plants, view local restaurant information/menus – they cater at the cafe – I order lunch (with one of these restaurants) at the library and pick up after I leave. Resources for my son (he ordered online) could be collected for you and ready for you to pick up when you leave or you could pick out yourself if you prefer. Books-on-tape are bought and passed onto family as they are so cool – listened to them at the library. Pick up son at tutor center – he has been studying

while I have been visiting – he has been working on a school project with his school friends. Could mail back books if couldn't get back to library in time.

III. Conclusion

- A. Action Items and Next Steps
- B. Feedback on the Session

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- + cookies were good
- + good time keeping
- + kept it moving – no dead space
- + allowed everyone to express views
- + like imagining exercise, and giving time to think was good
- Δ better understanding of process and outcome of LoF – timeline of current plan.